

OLYMPIC OPPORTUNITIES IN GREECE



USDA/FAS-SPONSORED TRADE MISSION

March 28 - April 1, 2004

(Limited to 10 Companies)

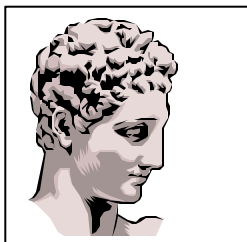
- Are you interested in exploring opportunities to work with caterers who have won contracts for the 2004 Olympic Games?
- Are you a U.S. exporter of food or wine interested in selling products to the hotel, restaurant, catering, or retail sectors?
- Are your products already in Greece, but you want to increase sales?

WHY GREECE?

- Since Greece is hosting the 2004 Summer Olympic Games, tourism WILL MORE THAN DOUBLE to 25 million visitors. Greece must import food to meet demand.
- During the 17 days of the Olympics, 11.5 million meals will be served at Olympic facilities.
- Greek companies are looking for suppliers to meet the increased demand. Catering contracts will be awarded in February 2004, and caterers will be looking for sources of supply.

Call (202) 720-2075 for details!

DON'T LET IT BE "ALL GREEK" TO YOU!



Greece is an import-dependent country with a population of 11 million. The Greek economy is continuing to improve, growing 4 percent in 2002. Greece is among the most popular tourist destinations in the world, receiving about 12.5 million visitors per year. Sales increases in the tourism sector were satisfactory, with total pre-tax earnings rising to 165 million euros in 2001, 120 percent higher than a year earlier. This, coupled with lifestyle changes and increased disposable income, presents exciting marketing opportunities for U.S. companies. U.S. foods are popular among Greeks because of their good quality and wide variety.

In 2002, Greece imported almost \$40 million in consumer-ready foods from the United States, an increase of 7 percent from 2001.

BEST PRODUCT PROSPECTS:

- | | |
|--|-------------------------------------|
| ● Nuts | ● Meats |
| ● Frozen foods (vegetables, convenience foods) | ● Pulses (beans, peas, and lentils) |
| ● Seafood products | ● Beer |
| ● Snack foods (both salted and sweet) | ● Wine |
| | ● Meats |

WHY GO TO GREECE ON AN FAS-SPONSORED TRADE MISSION? YOU WILL:

- Meet top importers, caterers, and supermarket buyers.
- Go on guided tours of supermarkets, wine stores, and catering facilities.
- Listen to briefings by FAS staff, the Food Services Section Organizing Committee of the Olympic Games Athens 2004, the Supermarket Enterprises Association, the Frozen Foods Association, and the Wine Club.
- Promote your company at a product display with qualified trading partners.
- Make contacts with at least five qualified trading partners at one-on-one appointments.

Call (202) 720-2075 for details!



Trade Mission Athens, Greece

(Subject to Change)



DAY 1 March 28, 2004	Arrive in Athens by 4 p.m. Brief orientation meeting at hotel; no-host dinner at Plaka
DAY 2 March 29, 2004	Speakers program <ul style="list-style-type: none">• Overview of Greek market by FAS staff• Representative from the Organizing Committee of the Athens Olympic Games to discuss food services during the games• Industry speakers• Frozen Foods Association• Wine Club Importer reception/tabletop exhibit
Day 3 March 30, 2004	Site tours of supermarkets, catering facilities, and other specialized processing/packaging facilities based on participants' interests
Day 4 March 31, 2004	Five one-on-one meetings with qualified trading partners
Day 5 April 1, 2004	Additional time for follow-up meetings Mission ends.

Cost: ~~\$900.00~~ **\$750.00** if you sign up by January 2, 2004! (Fee includes all mission activities. The fee does not cover airfare, hotel, meals, or incidentals.)

Eligible expenses are reimbursable through the MAP branded program, administered by commodity organizations and state regional trade groups.

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